

Society for Technical Communication

Community Achievement Award
Guidelines for 2021 Activities

Contents

| | |
|--|----------|
| Summary of Changes for the 2021 Application | 3 |
| Programs and Events | 3 |
| Outreach, Communication, and Information Exchange | 3 |
| Leadership | 3 |
| STC Promotion and Membership | 3 |
| Recognition | 4 |
| Innovation | 4 |
| Bonus | 4 |
| Revised points spread | 4 |
| Overview | 5 |
| Contact Information | 5 |
| Levels of Award | 6 |
| Completing the Application | 7 |
| Suggestions | 7 |
| Requirements | 7 |
| Required Activities | 7 |
| Supporting Materials | 7 |
| Supporting Materials Examples | 8 |
| Submission | 9 |

Summary of Changes for the 2021 Application

The 2021 CAA Application contains major structural updates, namely:

- Reduced the overall number of categories by removing the **Core Items** section and most items from the **Bonus** section. Items formerly in those sections have been integrated to other areas of the application.
- Rebalanced points totals for a number of sections as described in the descriptions below.

Programs and Events

Total points possible for this section increased from 14 to 23 and included the following revisions:

- Former bonus item B-2 “Conference” relocated to this section.
- Points for holding a conference increased from 3 to 6 points to better correlate to the amount of time and community effort involved.
- Former bonus item B-3 “Competition” relocated to this section.
- Points for Workshops item updated to specify *2 pts for a two-hour workshop and one point granted per additional hour of workshop length, up to 4 pts.*
- Former promotion and membership item PM-2 “Promote STC Programs” relocated to this section. Note this is for promoting STC programs only, not community programs.
- “Joint Events with Other Communities” integrated in the **Outreach** section.

Outreach, Communication, and Information Exchange

Total points possible for this section increased from 18 to 22 and included the following revisions:

- Added NEW item for “Diversity, Equity, and Inclusion” to support the Society’s efforts with a total of 3 possible points (1 point per activity).
- Combined former items of “Promote Community to Other Communities” and “Promote STC to Other Organizations” in one item called “Collaborate with STC Communities and Other Organizations.” This new item is worth *2 pts for successful collaborations, for a total of 4 pts possible.* New examples of “successful collaborations” are included for reference.
- Former bonus items B-4 “Contests” and B-5 “Business Sponsorships/Partnerships” relocated to this section. Added “Academic Sponsorships/Partnerships” to Business Sponsorships as well and increased *total possible points to 2* instead of 1.

Leadership

Total points possible for this section increased from 17 to 18 and included the following revisions:

- Former core items CI-3 “Community Leaders Participating at Leadership Program” and CI-4 “CAC Leadership Webinars” relocated to this section.
- Rebalanced overall number of points for Limit Financial Holdings item from 5 to 2.
- Associate Fellow Research and Education as well as Society Honor Societies items moved to the **Recognition** section.
- L-7 Conference Presentations: wording changed to highlight that the focus is on members *who have presented* rather than encouraging members to present.

STC Promotion and Membership

Total points possible for this section increased from 9 to 13 and included the following revisions:

STC Community Achievement Award Guidelines

- Former core items CI-1 “Student Membership” and CI-2 “Professional Membership” relocated to this section.
- Former bonus item B-1 “Membership Increase of 5%” relocated to this section.
- “Promote STC Programs” item moved to **Programs and Events** section
- New item of “Promote STC Services and Initiatives” in this section to clearly distinguish these activities from promoting STC programs and events.

Recognition

Total points possible for this section remained at 5 and included the following revisions:

- Relocated former leadership items L-5 “Associate Fellow Research and Education” and L-6 “Society Honor Societies” to this section.
- Note that for R-2, more awards are specified to count toward earning credit, including the newly-created STC Excellence in Service Award.

Innovation

Total points possible for this section increased from 4 to 7 total points possible due to:

- Points for “Value Through Innovation” item increased to a total of 4 points possible.

Bonus

Total points possible for this section was reduced from 12 to 2 total points possible due to:

- All items relocated to other sections except for the “Wild Card” item, which remains available for activities not credited in any other section of the application.

Revised points spread

1. *Programs and Events: 23*
 2. *Outreach, Communication, & Information Exchange: 22*
 3. *Leadership: 18*
 4. *STC Promotion & Membership: 13*
 5. *Recognition: 5*
 6. *Innovation: 7*
 7. *Bonus: 2*
- Total = 90**

Overview

The STC Community Achievement Award exists to recognize our exceptional communities for providing outstanding member services, modeling success, fostering innovation, encouraging collaboration, and ultimately serving the profession and practitioners of technical communication.

In addition to serving STC and its communities, Community Achievement Award–related activities provide individual members with many valuable professional development opportunities, including:

- Meeting and networking with other professional technical communicators
- Developing project leadership skills through volunteering for and managing community- and Society-level projects
- Gaining exposure to industry tools and best practices
- Gaining exposure to companies that employ technical communicators

The application has only two categories of activities: **required** and **optional**.

Failure to complete all the **required** activities disqualifies a community for any awards.

Optional activities are divided into 7 functional sections: Core (items tracked by STC), STC Promotion and Membership, Leadership, Member Engagement, Programs, Outreach, and Innovation. A Bonus section is included to offer communities additional ways to earn points.

Contact Information

For Society-related inquiries, please contact Erin Gallalee (erin.gallalee@stc.org).

Send all application submissions to caa@stc.org.

Levels of Award

The following table lists the award names and point requirements.

| Award Level | Points Required |
|--------------------------|------------------------|
| Platinum Community Award | 69 or more points |
| Gold Community Award | 61 to 68 points |
| Silver Community Award | 53 to 60 points |
| Bronze Community Award | 45 to 52 points |

As in previous years, communities are not competing with each other and awards can be earned by multiple communities. Communities simply complete the activities listed on the Community Achievement Award Application, using these activities to serve the professional technical communication community.

Completing the Application

Follow these suggestions and requirements to best plan and prepare your Community Achievement Award application.

Suggestions

- Assign a Community Achievement Award manager from your community. This person should keep track of all of your community's activities, be able to receive progress reports from community leaders, and document the activities.
- Start tracking activities in January of the application year, if possible.
- Use this form as a planning tool for what you want to accomplish throughout the year.
- All items have examples of acceptable activities in the application.

Requirements

- Take credit only for activities completed between 1 January 2021 and 31 December 2021.
- For each item for which you are claiming credit, indicate in the first column how many points you are claiming for the item.
- Items often contain a “show us” statement. Ensure that you have included the requested information in your application or in an associated document named to match the section.
- Items containing a “tell us” statement require a list or a number but do not require specific evidence or associated documents.
- The application is a Word document. You can submit your application in Word format, PDF format, or any other format you feel most comfortable with AS LONG AS you do not change the order or wording of the original application.
- Do not use the same event for multiple categories. For example, you cannot claim credit for an event in both the Educational Programs category and the Social Event category.

Required Activities

Before applying for any level of award, communities must have completed and submitted the following items, which are tracked by STC:

- Submit your community’s budget to STC. This includes completing the Activity Report and Engagement Plan that are part of the budget form.
- Submit your year-end financial report to the STC Treasurer (does not apply to SIGs).
- Hold officer elections or transition your leadership and submit results to STC. You must supply the names and contact information of the people holding the elected and non-elected positions in your community, e.g., President or Manager/co-managers, Treasurer, Secretary, Webmaster and membership chairs.
- File your 990N tax report (required for US chapters only).

NOTE: Since STC tracks these required items, no supporting materials are required.

Supporting Materials

All Platinum, Gold, Silver, and Bronze award criteria require supporting material. Supporting materials are required as “show us” evidence and may be a link to a Web page, a *detailed* description (maximum 100 words per item), an included PDF document, an included photo, etc. All supporting materials must

STC Community Achievement Award Guidelines

be electronic, either files, links, or written descriptions. When using files as supporting materials, include hyperlinks in your application.

Each item has an associated code. If you attach supporting documents, reference the code in the document name or as a section within the document. For example, if you want to include screen captures of your social media in support of the “Promote STC Membership” task in Section 2, you could place them in a document titled “PM-1” or in a section of the same name in a document dedicated to Section 2 supporting materials.

Supporting Materials Examples

- Descriptive summaries provided by the applicant
- Copies of email proving that your community completed the activity
- Hyperlinks to Web pages —ensure the evaluation committee does not need to log in
- Newsletters or blogs
- Meeting announcements
- Correspondence
- Press clippings
- Screenshots of event notices or activities

NOTE: Materials for the Platinum Communities may be displayed or shared at the annual Summit.

Submission

Submit all materials to caa@stc.org.

- Send the application in on time. Applications **must be received by 31 January 2021, 11:59 PM**, Eastern Standard Time (GMT -0500).
- Zip all files, including the application, into a single .ZIP file and send to caa@stc.org. Additionally, you can place the entire application packed in a file-share service such as Google Drive or Dropbox.

IMPORTANT: The committee acknowledges receipt of all applications. If you do not receive confirmation of receipt within two business days of your submission, it is your responsibility to contact Erin Gallalee (erin.gallalee@stc.org) to make sure the committee received your application.